



2025 KEY NUMBERS ON EMBEDDED FINANCE



Embedded Finance refers to the **integration of financial services into non-financial platforms or applications**. As a result, a company that is not a financial institution can offer services such as payments, financing, loans, or insurance without building a complex financial infrastructure.

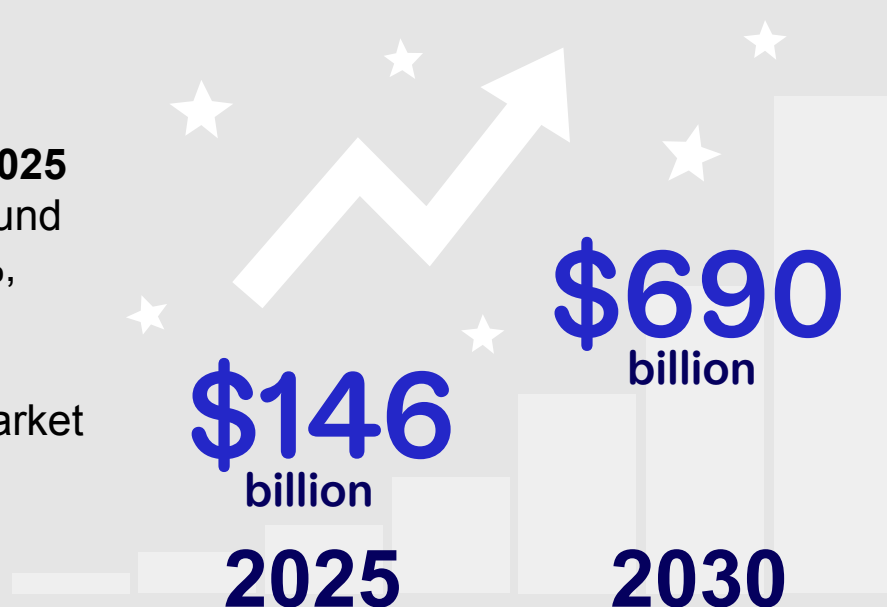


THE EMBEDDED FINANCE MARKET IS SKYROCKETING

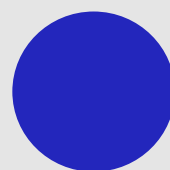
The Embedded Finance market is estimated to reach **\$146 billion in 2025** and is projected to grow at a compound **annual growth rate (CAGR)** of **36%**, reaching **\$690 billion by 2030**.

By 2035, the Embedded Finance market could reach **between \$1.5 trillion and \$2 trillion**.

Source: Research and Market



EMBEDDED FINANCE SOLUTION ENABLES GROWTH



94%
of Businesses
that use
Embedded Finance
report increased
revenue

Many businesses that have implemented Embedded Finance report **significant revenue growth** as it enhances customer experience and fosters innovation.

Embedded Finance solutions can help businesses provide tailored financial services directly within their platforms, creating a more seamless and convenient experience for customers.

Source: Capterra - Embedded Finance



FINTECH LEADERS BELIEVE IN EMBEDDED FINANCE

A recent study surveyed FinTech leaders worldwide.

A majority of respondents believe that getting the Embedded Finance strategy right will **add value for customers and boost cross-selling opportunities**.

They also think most **financial services** will be **delivered through Embedded Finance solutions** in the future.

Source: EY Emerging Market for Embedded Finance



Embedded Finance
delivers Value to
customers & drive
cross selling
potential



Financial services
will be done via
Embedded Finance



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